DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Inven	ntion: BRAND V	BRAND VALUE MANAGEMENT		
As the below	named inventor(s), I/v	ve declare that:		
This declarati	on is directed to:	1		
\boxtimes	The attached applica	tion		
	Application No. , filed on ,			
	as amended or	n (if applica	ble);	
	hat I/we am/are the oatent is sought;	riginal and first in	ventor(s) of the subject matter which is claimed and	
	riewed and understand by any amendment sp		the above-identified application, including the claims, to above;	
known to me/applications,	us to be material to pa material information w	atentability as defi hich became ava	States Patent and Trademark Office all information ned in 37 CFR 1.56, including for continuation-in-part illable between the filing date of the prior application a continuation-in-part application.	
and belief are willful false s	e believed to be true, tatements and the lik	and further that the are punishable	are true, all statements made herein on information nese statements were made with the knowledge that by fine or imprisonment, or both, under 18 U.S.C. on or any patent issuing thereon.	
FULL NAME OF INVENTOR(S):				
Inventor one's printed name: Stephen Dull				
Citizen of:	US		Signature:	
Inventor two's printed name: Susan A. Piotroski				
Citizen of: l	JS		Signature:	

Additional form(s) attached hereto. Additional inventors or a legal representative are being named on 1 additional form(s) attached hereto.

DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention: BRAND VALUE MANAGEM	BRAND VALUE MANAGEMENT			
As the below named inventor(s), I/we declare that:				
This declaration is directed to:				
Application No. , filed on ,				
as amended on (if applicat	ole);			
I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought;				
I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;				
I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.				
All statements made herein of my/own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.				
FULL NAME OF INVENTOR(S):				
Inventor one's printed name: Stephen Dull				
Cilizen of: US	Signature:			
Inventor two's printed name: Susan A. Piotroski				
Citizen of: US	Signature: Lusan a. Pistroski 03/0			
additional form(s) attached hereto. Additional inventors or a legal representative are being				

named on 1 additional form(s) attached hereto.